

Richmond Automobile News

Sparks From Motorland

Events of Week on Automobile Row

W. A. Strange, of the Kline Kar Sales Company, has just completed a 450-mile trip in a Kline shanrock roadster. The route taken was from Richmond to Lexington, and return. From Charlottesville to Staunton, a distance of forty-four miles, the trip was made over the Blue Ridge Mountains on two gallons of gasoline. For the entire trip only eighteen and one-half gallons of "gas" was used. Mr. Strange said yesterday that muddy roads were encountered and that the trip was made without raising the hood over the engine or without making an adjustment of any kind.

The Model Garage Corporation reported yesterday the delivery of a five-passenger light-six Haynes to John D. Potts, of Richmond.

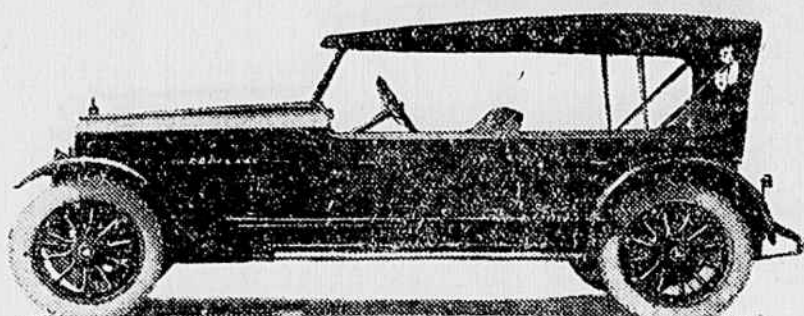
Richmond is believed to have made one of the best records of any other city in the country in the economy test conducted by the Franklin Motor Company, the local car making an average of 31.3 miles on a single gallon of gasoline. The Franklin company had designated Friday as the day for a nation-wide test of its cars, and more than 200 machines were entered in the test.

The Richmond car was driven by Billy Baker, of the Atlantic Motor Company, local dealers of the Franklin car. He was accompanied by two newspaper men, who acted as observers in the economy test. Before starting on the test trip a glass jar holding one gallon of gasoline was attached directly to the motor. The car left Murphy's Hotel at 5 o'clock in the afternoon, traveling out Grace Street to Monument Avenue to the Boulevard and by the Cary Street Road to the Country Club of Virginia. Baker then drove the car across to Broad Street and to Glen Allen, and returned to Richmond by way of York Tavern, the Brook and Hermitage Roads, making a run of 31.3 miles on the single gallon of "gas." The machine made an average speed of twenty miles an hour during the run, although no attempt was made to speed up the trip.

The Southern Auto Repair Company expects a shipment of Union Ford trucks this week.

The Kline Kar Sales Company delivered new Kline Kars last week to Barbour & Wilborn, South Boston; Featherston & Bridgeforth, Kenbridge; Wilson Cole, Petersburg; J. O. Hefflin, Hopewell; Roland Andrews, South Hill; A. L. Paschall, Richmond.

The Price-Burroughs Motor Company announced yesterday that it has



LATEST MODEL HUDSON SUPER-SIX SPEEDSTER, FOUR-PASSENGER.

Just acquired the business formerly known as the C. B. Hughes Motor Company, with showrooms and offices at 788-88 Granby Street, Norfolk. This branch in the future will be known as the Price-Burroughs Company, and will be under the management of Floyd S. Arnold, of Norfolk. Mitchell and Elgin pleasure cars and Gram-Bernstein trucks will be handled by the company.

Saxon dealers in every part of the country will hold their third annual economy test Wednesday, when a 200-mile run will be staged with accurate attention paid to fuel and oil consumption as well as wear and tear on the cars. It is estimated that almost 1,000 dealers, each driving a Saxon Six, will be entered in the contest and every dealer must furnish a complete list of expense, including gasoline consumption, oil consumption, tire expense, if any; also a statement from the observer, an outside party, which will note other features of the particular car's performance.

The Alsop Motor Company, distributors for the Chalmers car, announced yesterday that it had secured the services of H. W. Kuhn, formerly of Detroit. Mr. Kuhn will be connected with the wholesale department of the company, and has wide experience in their branch of the industry, having been associated in this capacity with several Detroit manufacturers.

The M. D. Stone Motor Company reported yesterday the delivery of five Marmon and twenty-three Buick cars. Mr. Stone said that business had been unusually good this year, and that so far the year 1917 has been much better than for the corresponding period of 1915, which was considered phenomenal. Indications point to general prosperity in all lines of business, he said, and as evidence of this statement he declared that he had just invested in land to the extent of \$100,000 for the property at the southwest corner of Shafer and Broad Streets. Plans are now being prepared for a new building

to house the company, which will be of the most modern construction in every way.

AUTOMOBILE TRAVEL COST IS CONSTANTLY BEING CUT

Advance Made in Engineering More Than Offsets Increased Expenditures for Maintenance.

The cost of motoring is steadily decreasing.

Tires are higher, gasoline is higher, oil is higher, the cars themselves are being advanced somewhat in price, and yet the motorist of 1917 is riding at a lower cost per mile than he did in 1910.

"There isn't any mystery or sleight of hand about it," said Mr. Phelps, of the Commonwealth Motor Company. "The present economy of motor car traveling comes as the direct result of advances in automobile engineering and big quantity production."

"In 1910 an automobile purchaser paid around \$3,500 for a big heavy car that ate up a gallon of gasoline every six or seven miles, that wore out tires every 3,000 or 4,000 miles and that—like most automobiles built in those days—was in the repair shop a good deal of the time."

"In 1917 the purchaser obtains an eight-cylinder or a six, out of which he gets double and treble the mileage out of a gallon of gas or a set of tires. His 1917 car runs days, nights and Sundays, winter and summer, with only an occasional tuning up and adjustment."

"When you add in the time a 1917 motorist saves in a hundred ways over the motorist of 1910, when you add in the vastly increased comfort and pleasure of the 1917 motorist over the motorist of 1910, and when you take into consideration the added traveling radius, the added cleanliness and

added luxury—well, your present-day motorist has a decided edge on his predecessor of seven years ago."

FAVOR CLOSED MACHINES DURING SUMMER MONTHS

Privacy, Freedom From Dust, Ability to Wear Good Clothes Without Damage Are Reasons.

Investigation has developed an interesting and significant situation with reference to the summer use of closed cars.

It shows, if the returns from several leading points may be accepted as indicating a general average, that more than 90 per cent of Dort Sedans and Sedans purchased last fall and winter have been in constant service. With but two exceptions, the owners declare that they prefer a closed car to an open car in warm weather.

The owners are very free with their reasons. The superior cleanliness of the closed car, the freedom from dust, the possibility of wearing good clothes without damage, the pleasure of reaching destination in a presentable condition and greater privacy are some of the arguments advanced.

Warrenton to Have Better Streets. WARRENTON, O. C., July 14.—This town of Warrenton will spend \$3,000 this summer in street improvements. As a starter, a contract has been let to a local contractor for constructing 4,000 feet of concrete gutter. Other work is to follow.

PROSPERITY IS LEADING TO BIG MOTOR-CAR SALES

Wheat Financiers Predict Unprecedented Amount of Money in Circulation in Future.

"The time is past when any citizen of the United States need hesitate about buying a motor car or anything else his heart desires that he has money to pay for," said John B. Alsop, Chalmers distributor for Richmond.

"There was some excuse for going slow right after the war was declared. But that time has passed. The Liberty Loan has been over-subscribed. The American Red Cross placed in funds. Our soldiers are in France. The government has plenty of money, and is spending it with both hands on the biggest program of war preparations ever known in history. The wisest financiers see only the most unprecedented prosperity in this country. This ultimate success of the war for democracy is not doubted."

"Even the crops are providentially coming along in wonderful fashion. A backward spring has been succeeded by the most delightful summer season anybody can remember. There never was such weather for the motoring enthusiast."

Manganese Mining in Tazewell. TAZEWELL, VA., July 14.—It is understood that R. B. Miller and others, of Bluefield, have formed a company and secured options on the manganese lands near Graham, in this county, and will develop the mines at once. The report is that preliminary work has already been commenced.

ONE CAR FOR EVERY ELEVEN PERSONS IN IOWA

California Second, in 1916, in Number of Motor Cars in Proportion to Population.

WASHINGTON, July 14.—Iowa led the United States in 1916 in the number of motor cars registered in proportion to population. She had one car for every eleven persons. California was a close second with one car to every twelve inhabitants. Nebraska and South Dakota had one for every thirteen. Arkansas could show but one for every 116. The average for the United States is one car for every twenty-nine persons, according to figures presented by the Office of Public Roads, United States Department of Agriculture, in Circular 73, "Automobile Registrations, Licenses and Revenues in the United States, 1916."

The New England States were more uniformly supplied with motor cars than any other section. They averaged one car to about every twenty-seven persons. The prosperous corn-belt States also showed a fairly uniform distribution of cars. The South, which does not possess as great mileage of improved public roads as other sections of the country, had relatively fewer cars in proportion to population.

The Valentine Museum
ELEVENTH AND CLAY STREETS.
Hours 10 A. M. to 5 P. M. Admission 25c.
Free on Saturdays.

COLE MOTOR CARS
Standard Motor Co., Inc.
Richmond, Va.

HUDFORD TRUCKS
Are not cheap. They're simply inexpensive.
DANNER BROTHERS CO.
318 West Broad Street.

Scripps-Booth
The Light Weight Luxury Car
A. EDLOE DONNAN, JR.
614 E. Main St. Randolph 4696.

Liberty Six
\$1195
F. O. B. Detroit
CRAIG MOTOR CORP.
916 W. Broad.
Randolph 4759.



The High Cost of Low Tire Prices

THE low-price tire is a gamble, and your satisfaction is the stake.

The low-price tire is a gamble in which you play the other fellow's game—maker and distributor get their money in advance—you take all the chances.

You risk the use of your motor car investment, the pleasure it might afford you, the sure economy of buying reputable products—all on the lure of lower first-cost.

It doesn't pay!

It doesn't pay because questionable value means questionable service, every time—and only the wear you get for the price you give determines the extravagance or economy of the tire you buy.

Figured on this basis, the solid basis of common sense, Goodyear Tires are the soundest purchase in the tire market today.

They give you *more*—in miles, in comfort, in security, in freedom from trouble; in all that goes to make up exceptional and satisfactory service.

Another thing: you are not left to work out your own salvation when you buy a Goodyear Tire.

You buy the tire from one of us Goodyear Service Station Dealers.

From the moment of your purchase you begin to receive the Standard Goodyear Service—with all that that means in prevention of tire trouble, in additional mileage assured, in lowered costs and greater satisfaction.

Buy Goodyears—from Goodyear Service Station Dealers.



The Sign of the Goodyear Service Station Dealer

The Goodyear Tire & Rubber Co.
Akron, Ohio

Goodyear Tires, Heavy Tourist Tubes and "Tire Saver" Accessories are easy to get from Goodyear Service Station Dealers everywhere.

Red One-Gallon Gas Tank Proves Maxwell Economy

Don't buy your car haphazard---Get a Red Tank demonstration---That will visualize Maxwell economy for you---you know what you're doing when you put good money into a Maxwell

The famous Maxwell Red Tanks are the sign and symbol of motor car efficiency.

They featured the great gasoline economy contests held by the Maxwell Company in May and June.

Thousands of Maxwell cars participated in those historic competitions. Each car was equipped with a red one-gallon gas tank, attached to the wind-shield.

The competing cars piled up mileages that no other 5-passenger car built can touch. For instance:

—1092 cars got an average of 27.15 miles on one gallon of gasoline each.

That was in the May contest for dealers, driving privately owned Maxwells.

Thousands of Maxwell owners in June made equally good scores.

Red Tank is Now a Real Institution

We have made the red tank a part of our sales system.

We will give you—give anybody—a demonstration red tank run.

That's to show you Maxwell economy.

If you're planning to buy any motor car costing less than \$1200—get a red tank ride in a Maxwell first.

Isn't that better than buying a car which can't—or won't—prove its economy?

The Maxwell Mechanically Right

Of course the Maxwell is mechanically right.

If it wasn't

—if the engine wasn't right

—if the transmission wasn't right

—if the car wasn't a well-balanced unit

—Maxwell mileage would be a sheer impossibility.

Think this over. Get a red tank demonstration. And then buy a Maxwell.

Roadster, \$650; Touring Car, \$665; Cabriolet, \$665; Town Car, \$915; Sedan, \$985, completely equipped, including electric starter and lights.

All prices f. o. b. Detroit.

Maxwell Motor Sales Corporation

Salesrooms, 207 West Broad.

Randolph 1622.

Service Dept., 15 South Eighth.

Randolph 2248.

Small Monthly Payments Arranged if You Prefer.

Falcon Tire Sales Co.

1203 W. Broad Street.

Randolph 188.

GOODYEAR

Service Station

Free Service Day, Night and Sunday.

W. C. WELLS GOODYEAR Service Station

Vulcanizing.

Auto Accessories of All Kinds

FREE AIR AND WATER

325 West Broad Street.

Madison 1684.

GOODYEAR SERVICE STATION

Kaehler

Accessories Co.

219 W. Broad. Phone Mad. 539

Service Car Free to All

Motorists.

MOTOR SUPPLY CO.

KENNETH H. CHADICK, Prop.

Automobiles, Accessories, Oils,

Greases, Gas.

Goodyear

Free Service Station

Day and Night.